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# Quantum to Join Panel Discussion on Managing Unstructured Data to Unlock Enterprise Value

SAN JOSE, Calif., Oct. 13, 2020 /PRNewswire/ -- Quantum Corp. (NASDAQ: QMCO) today announced that Noemi Greyzdorf, Quantum's director of product marketing, will join a panel discussion, "Managing Unstructured Data to Unlock Enterprise Value," October 20, 2020.

Ms. Greyzdorf's participation in the online event underscores Quantum's leadership in delivering solutions to manage and store unstructured data and follows the addition of the [ActiveScale™](#) object storage software and appliances to the company's product portfolio earlier this year.



"Data represents an organization's competitive advantage; its value only now is beginning to get unlocked with data analytics, artificial intelligence, and collaboration," said Ms. Greyzdorf. "The age of data requires organizations to rethink how data is stored, protected and accessed. Our retention of data will continue to increase, and its value may not change over time. New paradigms that provide insights into data stores and enable organizations to attribute value to data will no longer be nice-to-haves, but must-haves."

Hosted by Pierre Couture, CEO, Daregraphic, the online panel will discuss:

- What is considered unstructured data?
- How this data is wasted rather than leveraged for enterprise value
- Ways to federate this data to extract value
- Strategic contributions this data can ultimately bring to organizations

**Session title:** Managing Unstructured Data to Unlock Enterprise Value

**Date:** Tues. October 20, 2020

**Time:** 1:00 p.m. Eastern

**Location:** Online – register at <https://www.brighttalk.com/webinar/managing-unstructured-data-to-unlock-enterprise-value/>

### **Additional Resources**

- To learn more about ActiveScale object storage:  
<https://www.quantum.com/en/products/object-storage/>
- To read the Horizon Information Strategies white paper, The Anatomy of the 100-Year Archive: <https://quantum.drift.click/nam-fred-moore-100-year-archive>

### **About Quantum**

Quantum technology and services help customers capture, create and share digital content – and preserve and protect it for decades. With solutions built for every stage of the data lifecycle, Quantum's platforms provide the fastest performance for high-resolution video, images, and industrial IoT. That's why the world's leading entertainment companies, sports franchises, researchers, government agencies, enterprises, and cloud providers are making the world happier, safer, and smarter on Quantum. Quantum is listed on Nasdaq (QMCO) and was added to the Russell 2000® Index in 2020. For more information visit [www.quantum.com/](http://www.quantum.com/).

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